

ORDER



Orders
Order / Rev: 715921
Alt Order #: 06332236
Product Desc: CRAVAAK FOR CONGRESS
Estimate: C13C16
Flight Dates: 10/13/12 - 10/16/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Cravaack/ NRC/ R/ Congress
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	6	\$3,300.00	\$2,805.00
10/15/12	10/21/12	12	\$3,725.00	\$3,166.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$7,025.00	\$5,971.25	0.00
Totals	18	\$7,025.00	\$5,971.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$575.00		0.00			
N 2	KARE	10/15/12	10/15/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$175.00		0.00			
N 3	KARE	10/15/12	10/15/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
DR OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$275.00		0.00			
N 4	KARE	10/15/12	10/15/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$250.00		0.00			
N 5	KARE	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$600.00		0.00			

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 Estimate: C13C16
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KARE	10/15/12	10/15/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
KARE11-1ST EDT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$200.00		0.00						
N 7	KARE	10/15/12	10/15/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$175.00		0.00						
N 8	KARE	10/13/12	10/13/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
KARE11NWS-5 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$500.00		0.00						
N 9	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$700.00		0.00						
N 10	KARE	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$200.00		0.00						
N 11	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$500.00		0.00						
N 12	KARE	10/13/12	10/13/12	Sat Prime THE FIRM	CM	8-9P (8:00 PM-9:00 PM)	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
THE FIRM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$700.00		0.00						
N 13	KARE	10/14/12	10/14/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$700.00		0.00						
N 14	KARE	10/16/12	10/16/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$175.00		0.00						
N 15	KARE	10/16/12	10/16/12	M-F 3-4p DR OZ	CM	3-4p	-T-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
DR OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$275.00		0.00						
N 16	KARE	10/16/12	10/16/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$250.00		0.00						
N 17	KARE	10/16/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$600.00		0.00						
N 18	KARE	10/16/12	10/16/12		CM	9-10a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				TODAY											
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	- T - - - -			1			\$175.00		0.00			
													Totals	18	\$7,025.00